

## Third-Party Fundraiser Guidelines

Thank you for your interest in supporting All4Paws by choosing to partner with us for an event or fundraiser. Donations to All4Paws are extremely important and critical for our lifesaving efforts!

All4Paws defines a “Third-Party Event” as any fundraising activity by a non-affiliated group or individual where All4Paws has no fiduciary responsibilities and minimal or no staff involvement. All4Paws is accountable to the public and Internal Revenue Service for fundraising activities using the name of All4Paws. To this end, the following guidelines have been developed to serve as standards for those who organize special events, benefits, or promotions on behalf of All4Paws. (“Sponsor” is the event organizer.)

**Please review the guidelines below to help make your event a success!**

<p><b>All4Paws can provide...</b></p> <ul style="list-style-type: none"><li>● ● Promotion of your event and/or post event recognition, when appropriate, to All4Paws community supporters and followers through social media, email, or other channels.</li><li>● ● Approval of the use of All4Paws name, logo and collateral materials.</li><li>● ● Acknowledgment and distribution of tax receipts.</li></ul>	<p><b>All4Paws can not provide...</b></p> <ul style="list-style-type: none"><li>● ● Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees or collecting monies.</li><li>● ● Guaranteed volunteer, board member, or staff attendance at the event, or access to donor lists or contacts.</li><li>● ● All4Paws sales tax-exemption number for making any purchases related to your event.</li></ul>
---	---

### Marketing and Event Set Up

- ● Promotions for the event should reflect All4Paws as a beneficiary (i.e. “proceeds from XYZ Fundraising Event will benefit All4Paws”).
  - ● Third-party events may not be represented as events sponsored by All4Paws.
  - ● All promotional materials related to an event benefiting All4Paws must be reviewed and approved by All4Paws prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.)
- All references to All4Paws y in publicity and promotional materials for the event or promotion should refer to “All4Paws.”
- ● Sponsor is responsible for obtaining any necessary permits and clearances required by local and state government and appropriate insurance coverage, complying with all applicable laws.
  - ● Expenses incurred for conducting the event are the responsibility of the hosting volunteers and

the Sponsor of the event. All4Paws will not be liable for any costs, expenses, or reimbursements.

---

- • All third-party events should ideally be accessible to people with disabilities. Ideally the event should take place at a venue that meets ADA regulations. Sponsor is expected to promote and make arrangements for any special accommodations and needs by participants.

#### Event Income

- • The event Sponsor is responsible for opening and maintaining their own bank account for the event. Bank accounts may not be opened in the name of All4Paws.
- • Any check payable to All4Paws must be sent directly to All4Paws 708 Petigru Dr. Pawleys Island, SC 29585
  - Only checks payable to All4Paws will be provided with a tax deductible acknowledgement letter in accordance with IRS and state tax regulations.
  - Donations made out to an organizer or other source may be sent a general acknowledgment letter with no value attached.
- If you are deducting expenses before sending net proceeds to All4Paws, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word “donation” because it implies that they are tax deductible.
  - • Sponsor agrees to inform All4Paws of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway by All4Paws.
  - • Kindly submit appropriate documentation from individuals and/or businesses regarding their financial donations.
  - • The event fee of \$500 is due prior to the event. Kindly submit any additional funds raised, payable to All4Paws, within 60 days of the event.

#### Tax Guidelines and Implications

- • As a responsible steward of public funds, All4Paws holds to the standard set forth in the Better Business Bureau guidelines. Events held to benefit All4Paws are expected to keep expenses to a minimum.
- • If Sponsor represents to the public that proceeds will benefit other organizations in addition to All4Paws, Sponsor should be prepared to provide access to an accounting of revenues and expenses. If so requested, an accounting and fund distribution will be expected within 60 days after the conclusion of the special event or promotion.

- Sponsor is responsible for complying with all IRS regulations registrations applicable to the event.
- Federal tax laws disallow third-party events from using All4Paws Tax Exemption number or Federal Employer Identification number when purchasing any goods or services from suppliers or vendors.

If you have any questions, please contact Jennifer Averette, Marketing Director and Events Coordinator at [Jennifera@a4psc.org](mailto:Jennifera@a4psc.org).

## HOST A FUNDRAISER!

Donations to All4Paws are extremely important and critical for our lifesaving efforts. If you, your company or organization would like to host a fundraiser or adoption event for the animals in our care, we would love to work with you on that!

In the past, All4Paws and the community has partnered together in the following ways:

- Donating a percent of sales or round up component
- Hosting an adoption event
- Sponsoring pet adoptions at the shelter
- Planning a Crowdfunding Campaign
- 

To get started, please read through our **Third Party Event Guidelines** and fill out the event form below.

***Please note:***

- The event form must be submitted a minimum of a month prior to the date of the event.
- We request a minimum donation of \$500 for animals to be on site at the event. That donation will cover the cost it takes to safely transport the animals and ensure the appropriate level of staff are on site.
- If you are **hosting a supply drive**, form submission is not required, but does allow for our team to better support and recognize your generous efforts.
- Once the application is submitted, you will be contacted to discuss the details of the event as well as each organization's responsibilities.
- By submitting the form, it does not guarantee your event. You will receive an email if your event is confirmed.
- For immediate needs or questions contact our Marketing Director and Events Coordinator, please email [jennifera@a4psc.org](mailto:jennifera@a4psc.org).

Thank you for your interest in partnering with **All4Paws** and helping us save more lives!